RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 6, 1998

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

MARCH CTS: DORAL 1/2 CARTON PURCHASE / PROMOTION #800027

Dear Harry:

DORAL pre-sleeved product (6M) has been ordered for you to ship to participating retail accounts on the attached Customer List. Refer to the Customer List for specific product distribution.

DORAL BRAND STYLES	# (6M) Cases	UPC Code
Light	2	12300-24995
Light 100	2	12300-24996
Full Flavor 100	2	12300-24997
Ultra Light 100	2	12300-25051
Light Menthol	1	12300-24998
Light Menthol 100	1	12300-25050
Full Flavor Box King	1	12300-25055
Light Box King	1	12300-25056

Product Arrival: March 2, 1998

Ship Date to Retail: **Week of:** March 9, 1998

EFT $ Amount: $3,687.38

Promotion Description:
'*Pre*-Sleeved' product will arrive in plain white cartons; two 5-pack sleeves per carton. Each 6M case contains 60 5-Pack offers. Ship designated quantity of sleeves to listed retail accounts.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppy0000

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $6.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **$36.00 (6 (12M) case(s) @ $6.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162301
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppy0000

DIRECT ACCOUNT CUSTOMER LIST

DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 /ULT LT 100 / FF BOX 100 / LT BOX 100

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

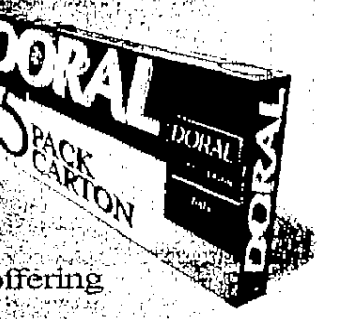
							#/ CARTONS PER STYLE DORAL									
S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162301	162323	177803	RICHARDS GROCERY	71 JOHNSON AVE	PLATTSBURGH	NY	30	30	30	30	15	15	15	15	356150	LAVIN CANDY COMPANY	
162301	162323	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	30	30	30	30	15	15	15	15	356150	LAVIN CANDY COMPANY	
							2	2	2	2	1	1	1	1	TOTAL CASES		

Source: https://www.industrydocuments.ucsf.edu/docs/qppy0000

DORAL

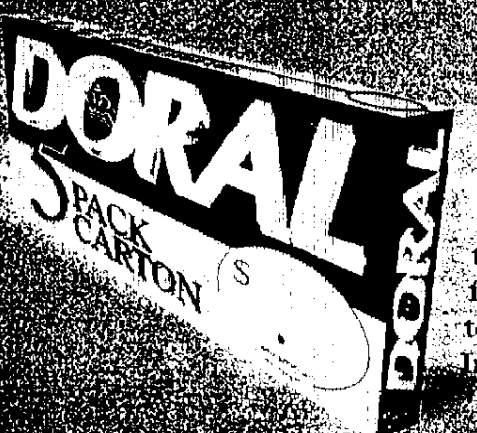
Our 5-Pack Carton Gives Your Customers Another Easy Way To Save!

Special Carton - This 5-Pack Carton promotion gives customers a convenient way to save on multiple pack purchases.



Paster - This impactful 17"x36" paster increases customer awareness along with offering more in-store advertising opportunities.

Floor Display -
- Temporary/Semi permanent Display
- Brand Specific with waterfall type shelves designed to maximize presence of 5-Pack promotion.
- Reversible header cards to use for regular cartons when 5-Pack promotion is sold out.
- Height-61 1/2", Width-(max) 47" (min) 22 1/2", Depth-12".



5-Pack Replica Dangler - Oversized 5-Pack Replica hangs from the ceiling over the unique floor display to call attention to this great new offer. Includes area for pricing.

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